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Attorneys for Plaintiffs

**UNITED STATES DISTRICT COURT**  
**SOUTHERN DISTRICT OF CALIFORNIA**

LUIS LERMA, an Individual, and NICK  
PEARSON, an Individual, -On Behalf of  
Himself/Themselves and All Others  
Similarly Situated ~~California Residents~~,  
Plaintiffs,

v.

SCHIFF NUTRITION  
INTERNATIONAL, INC., a Utah  
Corporation and SCHIFF NUTRITION  
GROUP, INC., a Utah Corporation,  
Defendants.

Case No.: 11-CV-1056-JAH(MDD)

CLASS ACTION

~~SECOND-THIRD~~ AMENDED CLASS  
ACTION COMPLAINT FOR:

1. VIOLATION OF THE CONSUMERS  
LEGAL REMEDIES ACT, Civil Code  
§1750 *et seq.*;
2. VIOLATION OF THE UNFAIR  
COMPETITION LAW, Business and  
Professions Code §17200 *et seq.*;
3. VIOLATION OF THE ILLINOIS  
CONSUMER FRAUD ACT, 502/1, *et*  
*seq.*;
4. PERSONAL INJURIES/MEDICAL  
MONITORING;
- ~~2-5.~~ PERSONAL  
INJURIES/NEGLIGENCE; and
- ~~3-6.~~ BREACH OF EXPRESS  
WARRANTY.

## DEMAND FOR JURY TRIAL

Plaintiffs Luis Lerma and Nick Pearson (“Plaintiffs”), by and through ~~his—their~~ attorneys, bring this action on behalf of ~~himself-themselves~~ and all other ~~California residents~~ similarly situated against Defendant Schiff Nutrition International, Inc. and Defendant Schiff Nutrition Group, Inc. (collectively “Defendants”), and alleges as follows:

**NATURE OF ACTION**

1. Forty-six million Americans suffer from arthritis. Osteoarthritis, also called degenerative joint tissue disease, is the most prevalent and disabling form of arthritis. Osteoarthritis is caused by the breakdown of cartilage, which is the connective tissue that cushions the ends of bones within the joint. Osteoarthritis is characterized by pain, joint damage, and limited motion (hereafter referred to as the “three major symptoms of arthritis”). The disease generally occurs late in life, and most commonly affects the hands and large weight bearing joints, such as the knees, hips and back. There is no cure for the three major symptoms of arthritis. Yet, Defendants promises a cure for each of the three major symptoms of arthritis in the form of a pill which they manufacture, market, and sell as the Move Free<sup>®</sup> Advanced line of joint health dietary supplements.<sup>1</sup>

2. It has been the accepted standard for over four decades in both the medical and scientific community that in order for someone to make a health benefit claim about a product, the party making that claim must possess competent scientific evidence—meaning that they have at least two adequate and well controlled clinical trials supporting a particular health benefit claim about a particular product (hereafter referred to as “competent scientific evidence”).

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<sup>1</sup> The Move Free<sup>®</sup> Advanced line includes: (1) Move Free<sup>®</sup> Triple Strength; Move Free<sup>®</sup> Plus MSM & Vitamin D; and Move Free<sup>®</sup> Advanced plus MSM (collectively, “Move Free<sup>®</sup> Advanced” or “the Products”).

1           3.       On each and every Move Free<sup>®</sup> Advanced product label and/or package,  
2 Defendants prominently state that Move Free<sup>®</sup> Advanced, with its “clinically tested” premium  
3 formula, will rebuild joint cartilage, improve joint function and reduce joint pain in less than 7  
4 days.

5           4.       In making these affirmative representations, Defendants represent to each  
6 purchaser of Move Free<sup>®</sup> Advanced that they have competent scientific evidence that these  
7 products are effective in relieving and reducing the three major symptoms of arthritis and  
8 other joint related ailments.

9           5.       Yet, Defendants do not possess such competent scientific evidence. In fact,  
10 the Move Free<sup>®</sup> Advanced products are not effective arthritis remedies. In short, Defendants  
11 have not obtained the necessary scientific proof with regard to each of the Move Free<sup>®</sup>  
12 Advanced products ~~it~~they markets and sells in order to make the representations that they  
13 have made about each of these Products.

14           6.       As a result, Defendants are guilty of deceptive conduct in their marketing and  
15 sale of the Move Free<sup>®</sup> Advanced products.

16           7.       Defendants are also guilty of deception by omission in that, after affirmatively  
17 asserting that these Products are effective remedies against the three major symptoms of  
18 arthritis, Defendants had a duty to tell Plaintiffs and the Class members that they did not have  
19 competent scientific evidence to support the efficacy representations that they make about the  
20 Move Free<sup>®</sup> Advanced products.

21           8.       By making representations on the box of each Move Free<sup>®</sup> Advanced product  
22 that it was an arthritis remedy, Defendants represented (and continue to represent) to Plaintiffs  
23 and the Class members that they have competent scientific evidence to back up these  
24 assertions when they did not possess such evidence. These were material misrepresentations  
25 concerning the only reason that Plaintiffs and the Class members would have purchased  
26 Defendants’ Move Free<sup>®</sup> Advanced products—that the Products were proven by competent  
27

1 scientific evidence to be effective against the three major symptoms of arthritis.

2 9. Other than to use the Move Free<sup>®</sup> Advanced products to relieve these  
3 symptoms of arthritis, there is no reason for Plaintiff<sup>s</sup> or the Class members to have purchased  
4 these Products. Plaintiff<sup>s</sup> and the Class members would not have purchased a Move Free<sup>®</sup>  
5 Advanced product without believing that it was a proven effective arthritis remedy and that it  
6 provided relief from the three major symptoms of arthritis.

7 10. Thus, through the act of purchasing one of Defendants' Move Free<sup>®</sup>  
8 Advanced products, Plaintiff<sup>s</sup> and each Class member necessarily ~~was~~were deceived by  
9 Defendants' representations that these Products were effective arthritis remedies and would  
10 provide relief from the three major symptoms of arthritis.

11 11. Plaintiff<sup>s</sup> and the Class members were also deceived by Defendants in that,  
12 after affirmatively asserting that these Products would provide relief for the three major  
13 symptoms of arthritis, Defendants failed to inform Plaintiff<sup>s</sup> and the Class members that they  
14 did not possess competent scientific evidence to support these health benefit claims.

15 12. Every purchase of the Move Free<sup>®</sup> Advanced products was tainted with  
16 Defendants' deceptions in that just by looking at the package on the shelf or following the  
17 directions for use, Plaintiff<sup>s</sup> and the Class members would have seen Defendants' deceptive  
18 representations.

19 13. Defendants' deceptive marketing and advertising, as well as the complete lack  
20 of any disclosure that no competent scientific evidence exists to substantiate the claim that  
21 Move Free<sup>®</sup> Advanced will "protect" "replenish" "rebuild[]" or "lubricate" joints – let alone  
22 reduce joint pain "in less than 7 days"—is designed to cause consumers to buy Move Free<sup>®</sup>  
23 Advanced. Defendants' deceptive marketing and advertising campaign has succeeded.  
24 According to Defendants, in 2010 sales of Move Free<sup>®</sup> Advanced exceeded \$100 million.<sup>2</sup>

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25  
26  
27 <sup>2</sup> Sales figures are based on Fiscal Year 2010. See <http://www.schiffnutrition.com/movefree.asp> (last visited  
May 2, 2010).

14. Plaintiff~~s~~ brings this action on behalf of ~~himself-themselves~~ and other similarly situated ~~California~~-consumers who have purchased the Products to halt the dissemination of this false and misleading advertising message, correct the false and misleading perception it has created in the minds of consumers, and obtain redress for those who have purchased Move Free<sup>®</sup> Advanced~~-products~~. Based on violations of state unfair competition laws (described below) and breach of express warranties, Plaintiffs seek injunctive and monetary relief for consumers who purchased the Move Free<sup>®</sup> Advanced products~~Plaintiff alleges violations of the Consumers Legal Remedies Act, the Unfair Competition Law, and Breach of Express Warranty created by Defendants' advertising, including false labeling.~~

### **JURISDICTION AND VENUE**

15. This Court has original jurisdiction pursuant to 28 U.S.C. §1332(d)(2). The matter in controversy, exclusive of interest and costs, exceeds the sum or value of \$5,000,000 and is a class action in which members of the class are citizens of a state different from Defendant.

16. This Court has personal jurisdiction over Defendants because Defendants are authorized to do and conduct business in California. Defendants have marketed, promoted, distributed, and sold the Move Free<sup>®</sup> Advanced products in California, and Defendants have sufficient minimum contacts with this State and/or sufficiently avail themselves of the markets in this State through their promotion, sales, and marketing within this State to render the exercise of jurisdiction by this Court permissible.

17. Venue is proper in this Court pursuant to 28 U.S.C. §§1391(a) and (b) because a substantial part of the events or omissions giving rise to Plaintiff~~s~~' claims occurred while ~~he~~ Plaintiff Lerma resided in this judicial district. Venue is also proper under 18 U.S.C. §1965(a) because Defendants transact substantial business in this District.

### **PARTIES**

1 18. Plaintiff Luis Lerma resides in Imperial, California. During the Class Period,  
 2 Plaintiff Lerma was exposed to and saw Defendants' claims by reading the Move Free<sup>®</sup>  
 3 Advanced label, purchased the Move Free<sup>®</sup> Advanced products in reliance on those claims,  
 4 and suffered injury in fact and lost money. Had Plaintiff Lerma known the truth about  
 5 Defendants' misrepresentations and omissions, Plaintiff would not have purchased and used  
 6 the Move Free<sup>®</sup> Advanced products.

7 ~~18.~~19. Plaintiff Nick Pearson resides in Cook County Illinois. On or about May 2011  
 8 Plaintiff Pearson was exposed to and saw Schiff's claims by reading the Move Free<sup>®</sup>  
 9 Advanced Triple Strength label described herein. Plaintiff Pearson purchased this Move  
 10 Free<sup>®</sup> Advanced at a Target Store in Streamwood, Illinois and was deceived in some manner  
 11 by Defendants' claims. The Move Free<sup>®</sup> Advanced product Plaintiff Pearson purchased was  
 12 not proven to and thus did not provide the health benefits Defendants represented it would,  
 13 including "strengthening, protecting and rebuilding joints" and "COMFORTING SORE  
 14 JOINTS IN LESS THAN 7 DAYS." As a result, Plaintiff Pearson suffered injury in fact and  
 15 lost money. Had Plaintiff Pearson known the truth about Schiff's misrepresentations and  
 16 omissions, including the fact that Defendants did not possess competent scientific evidence to  
 17 support the claims that they made about these Products, Plaintiff Pearson would not have  
 18 purchased and used the Move Free<sup>®</sup> Advanced product.

19 ~~19.~~20. Defendant Schiff Nutrition International, Inc. is a corporation organized and  
 20 existing under the laws of the State of Utah. Defendant's headquarters is at 2002 South 5070  
 21 West, Salt Lake City, Utah 84104. Defendant manufactures, distributes, markets and sells  
 22 the Move Free<sup>®</sup> Advanced products to tens of thousands of consumers in California.

23 ~~20.~~21. Defendant Schiff Nutrition Group, Inc., is a corporation organized and  
 24 existing under the laws of the State of Utah. Defendant's headquarters is at 2002 South 5070  
 25 West, Salt Lake City, Utah 84104. Defendant manufactures, distributes, markets and sells  
 26 the Move Free<sup>®</sup> Advanced products to tens of thousands of consumers in California.





24-25. Since the Products' launch, Defendants have consistently conveyed the message to consumers throughout California that Move Free<sup>®</sup> Advanced, with its "clinically tested" formula will "protect," "replenish" and "rebuild" one's joints simply by taking the recommended number of tablets each day. According to Defendants, Move Free<sup>®</sup> Advanced will also "START[] COMFORTING SORE JOINTS IN LESS THAN 7 DAYS." These claims are not substantiated by competent scientific evidence and are factually baseless.

25-26. The primary active ingredients in all the Move Free<sup>®</sup> Advanced products are glucosamine hydrochloride and chondroitin sulfate. Glucosamine is an amino sugar that the body produces and distributes in cartilage and other connective tissue. The Products' labeling and packaging states the benefits associated with taking glucosamine hydrochloride: "Glucosamine—Helps by strengthening, protecting and rebuilding joints." There is no competent scientific evidence that taking glucosamine—let alone through oral administration—results in the body metabolizing it into something that strengthens, protects or rebuilds joints.

26-27. Chondroitin sulfate is a complex carbohydrate found in the body's connective tissues. On the Products' labeling and packaging, Defendants claim that chondroitin "assists in lubricating and cushioning joints." There is no competent scientific evidence that taking chondroitin sulfate—let alone through oral administration—results in the body metabolizing it into something that assists in lubricating and cushioning joints.



1           ~~27.28.~~ All of the Move Free<sup>®</sup> Advanced products also contain lesser amounts of other  
2 ingredients including Defendants’ “patent-pending” ingredient Uniflex and hyaluronic acid.  
3 On their packaging and labeling, Defendants define Uniflex as “a ground breaking dual  
4 bioflavonoid antioxidant system that protects joints from harmful antioxidants that accelerate  
5 the breakdown of cartilage and joint tissue.” There is no competent scientific evidence that  
6 taking Uniflex or any of its individual ingredients—let alone through oral  
7 administration—results in the body metabolizing it into something that protects joints or  
8 slows the breakdown of cartilage or joint tissue.

9           ~~28.29.~~ Hyaluronic acid is a component of synovial fluid found in the eyes and joints.  
10 On the Products’ labeling and packaging, Defendants claim that hyaluronic acid “helps  
11 lubricate, rejuvenate, re-hydrate, and repair joints.” There is no competent scientific  
12 evidence that taking hyaluronic acid—let alone through oral administration—results in the  
13 body metabolizing it into something that helps lubricate, rejuvenate, re-hydrate or repair  
14 joints.

15           ~~29.30.~~ In addition to those ingredients, Move Free<sup>®</sup> Advanced plus MSM and Move  
16 Free<sup>®</sup> Advanced Plus MSM & Vitamin D also contain methylsulfonylmethane (“MSM”), an  
17 organic sulfur compound found in fruits, corn, tomatoes, tea, coffee, and milk. There is no  
18 competent scientific evidence that taking MSM—let alone through oral  
19 administration—results in the body metabolizing it into something that relieves any of the  
20 three major symptoms of arthritis or any other joint related ailments.

21           ~~30.31.~~ Contrary to the stated representations on all the Products’ labeling and  
22 packaging, Defendants do not possess (and have not possessed) competent scientific evidence  
23 that any of these ingredients, taken alone or in combination, are effective in treating any of  
24 the three major symptoms of arthritis or any other joint related ailments.

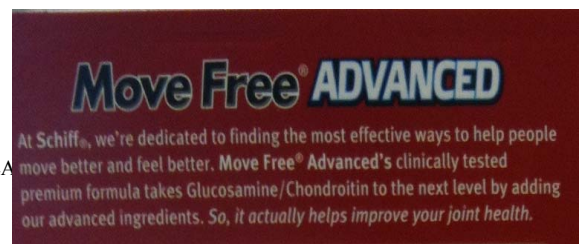
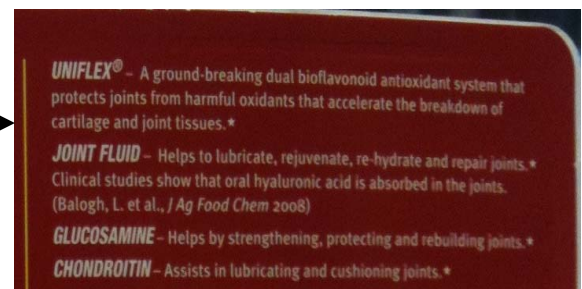
25           ~~31.32.~~ Despite inadequate testing and no scientifically valid confirmation that Move  
26 Free<sup>®</sup> Advanced is an effective joint treatment—let alone an effective treatment for *all* joints  
27

in the human body, for customers of *all* ages and for *all* stages of joint disease—Defendants state on the Products’ packaging and labeling that Move Free® Advanced, with its “clinically tested” formula will, *inter alia*, “strengthen[], protect[] and rebuild[] joints” and “START[] COMFORTING SORE JOINTS IN LESS THAN 7 DAYS.” Front and back shots of a representative Move Free® Advanced Triple Strength product label appear as follows:

(FRONT)



(BACK)



DED CLA

***The Impact of Defendants Wrongful Conduct***

~~32.33.~~ Despite the lack of competent scientific evidence, Defendants continue to unequivocally claim that with its “clinically tested” premium formula, Move Free® Advanced provides joint health benefits to all persons.

~~33.34.~~ As the manufacturer and distributor of Move Free® Advanced, Defendants possess specialized knowledge regarding the content and effects of the ingredients contained in their Products and are in a superior position to learn of the effects—and have learned of the effects—their Products have on consumers.

~~34.35.~~ Specifically, Defendants knew or should have known, but failed to disclose that they have no competent scientific evidence that their Move Free® Advanced products are effective in treating the three major symptoms of arthritis or any other joint related ailments.

~~35.36.~~ Notwithstanding these deceptive representations and material omissions, Defendants conveyed and continue to convey one uniform message: Move Free® Advanced, with its “clinically tested” formula, is effective in treating the three major symptoms of arthritis.

~~36.37.~~ Plaintiff~~s~~ and Class members have been and will continue to be deceived or misled by Defendants’ deceptive representations touting the effectiveness of the Move Free® Advanced products. Plaintiff~~s~~ purchased and used the Move Free® Advanced products during the Class period and in doing so, read, considered and based their decisions to buy the Products on the above cited representations. Because the Products’ sole purpose is to provide joint relief for the three major symptoms of arthritis or other joint related ailments, Defendants’ representations and omissions were a material factor in influencing Plaintiff~~s~~’ decision to purchase and use the Move Free® Advanced products. There is no other reason for Plaintiff~~s~~ to have purchased the Move Free® Advanced products and Plaintiff~~s~~ would not have purchased the Products had ~~he~~ they known that Defendants did not possess competent scientific evidence to support the claims that they made about these Products.

37.38. As a result, Plaintiffs and the Class members have been damaged in their purchases of these Products and have been deceived into purchasing Products that they believed, based on Defendants' representations, were proven to be effective in treating the three major symptoms of arthritis and other joint related ailments when, in fact, they are not.

38.39. Defendants, by contrast, reaped enormous profits from their false marketing and sale of these Products, generating more than \$100 million in sales revenue in 2010 alone.

### **CLASS ALLEGATIONS**

40. Plaintiff Lerma brings this action on behalf of himself and all other similarly situated California residents pursuant to Rule 23(a), (b)(2), and (b)(3) of the Federal Rules of Civil Procedure and seeks certification of the following Class:

#### **California Class Action**

All California residents who, within the applicable statute of limitations, purchased Move Free® Advanced products.

Excluded from the Class are Defendants, their parents, subsidiaries, affiliates, officers and directors, and those who purchased the Move Free® Advanced products for the purpose of resale.

41. Plaintiff Pearson brings this action on behalf of himself and all other similarly situated consumers pursuant to Rule 23(a), (b)(2), and (b)(3) of the Federal Rules of Civil Procedure and seeks certification of the following Class against Defendants for violations of Illinois laws and similar laws in other states:

#### **Multi-State Class Action**

All persons who, within the applicable statute of limitations under their respective state's consumer fraud act, purchased the Move Free® Advanced products.

Excluded from the Class are Defendants, their parents, subsidiaries, affiliates, officers and directors, and those who purchased the Move Free® Advanced products for the purpose of resale.

42. In the alternative, Plaintiff -Pearson brings this action on behalf of himself and all other similarly situated Illinois residents pursuant to Rule 23(a), (b)(2), and (b)(3) of the

Federal Rules of Civil Procedure and seeks certification of the following Class:

**Illinois Class Action**

All Illinois residents who, within the applicable statute of limitations, purchased the Move Free® Advanced products.

Excluded from the Class are Defendants, their parents, subsidiaries, affiliates, officers and directors, and those who purchased the Move Free® Advanced products for the purpose of resale.

~~39.43.~~ Members of the Class are so numerous and geographically dispersed that joinder of all Class members is impracticable. Plaintiffs ~~are~~ informed and believes, and on that basis alleges, that the proposed Class contains many thousands of members. The precise number of Class members is unknown to Plaintiffs.

~~40.44.~~ Common questions of law and fact exist as to all members of the Class and predominate over questions affecting only individual Class members. The common legal and factual questions include, but are not limited to, the following:

- Whether Defendants had competent scientific evidence to support each of the claims that they made about their Products;
- Whether the claims discussed herein that Defendants made about their Products were or are misleading, or reasonably likely to deceive;
- Whether Defendants' alleged conduct violates public policy;
- Whether the alleged conduct constitutes violations of the laws asserted herein;
- Whether Defendants engaged in false and misleading advertising;
- Whether Plaintiffs and Class members have sustained monetary loss and the proper measure of that loss;
- Whether Plaintiffs and Class members are entitled to restitution, disgorgement of Defendants' profits, declaratory and/or injunctive relief; and
- Whether Plaintiffs and Class members are entitled to an award of punitive and/or compensatory damages.

1           ~~41:45.~~ The claims asserted by Plaintiffs in this action are typical of the claims of the  
2 members of the Class, as the claims arise from the same course of conduct by Defendants,  
3 and the relief sought is common. Plaintiffs and Class members suffered uniform damages  
4 caused by their purchase of the Move Free<sup>®</sup> Advanced products manufactured, marketed, and  
5 sold by Defendants.

6           ~~42:46.~~ Plaintiffs will fairly and adequately represent and protect the interests of the  
7 members of the Class. Plaintiffs ~~has~~ retained counsel competent and experienced in both  
8 consumer protection and class litigation, and Plaintiffs intends to prosecute this action  
9 vigorously. Plaintiffs ~~has~~ no adverse or antagonistic interests to those of the Class.

10           ~~43:47.~~ A class action is superior to other available methods for the fair and efficient  
11 adjudication of this controversy. The expense and burden of individual litigation would  
12 make it impracticable or impossible for proposed Class members to prosecute their claims  
13 individually. It would thus be virtually impossible for the Class, on an individual basis, to  
14 obtain effective redress for the wrongs done to them. Furthermore, even if Class members  
15 could afford such individualized litigation, the court system could not. Individualized  
16 litigation would create the danger of inconsistent or contradictory judgments arising from the  
17 same set of facts. Individualized litigation would also increase the delay and expense to all  
18 parties and the court system from the issues raised by this action. By contrast, the class  
19 action device provides the benefits of adjudication of these issues in a single proceeding,  
20 economies of scale, and comprehensive supervision by a single court, and presents no  
21 unusual management difficulties under the circumstances here.

22           ~~44:48.~~ In the alternative, the Class also may be certified because Defendants have  
23 acted or refused to act on grounds generally applicable to the Class thereby making  
24 appropriate final declaratory and/or injunctive relief with respect to the members of the Class  
25 as a whole.





1 (9) Advertising goods . . . with the intent not to sell them as advertised.

2 \* \* \*

3 (16) Representing that [the Move Free<sup>®</sup> Advanced products have] been supplied in  
4 accordance with a previous representation when [they have] not.

5 ~~49-54.~~ Defendants violated and continue to violate the Act by representing and  
6 failing to disclose material facts on their Move Free product labels and packages as described  
7 above, when they knew, or should have known, that the representations were  
8 unsubstantiated, false and misleading and that the omissions were of material facts.

9 ~~50-55.~~ Pursuant to §1782(d) of the Act, Plaintiff [Lerma](#) and the Class seek a court  
10 order enjoining the above-described wrongful acts and practices of Defendants and for  
11 restitution and disgorgement.

12 ~~51-56.~~ Pursuant to §1782 of the Act, by letter dated May 13, 2011, Plaintiff [Lerma](#)  
13 notified Defendant Schiff Nutrition International and Schiff Nutrition Group, Inc., in writing  
14 by certified mail of the particular violations of §1770 of the Act and demanded that  
15 Defendants rectify the problems associated with the actions detailed above and give notice to  
16 all affected consumers of Defendants' intent to so act.

17 ~~52-57.~~ Defendants have failed to rectify or agree to rectify the problems associated  
18 with the actions detailed above and give notice to all affected consumers within 30 days of  
19 the date of written notice pursuant to §1782 of the Act. Therefore, Plaintiff [Lerma](#) further  
20 seeks for actual, punitive and statutory damages, as appropriate.

21 ~~53-58.~~ Defendants' conduct is malicious, fraudulent and wanton.

22 **COUNT II**  
23 **Violation of Business & Professions Code §17200, *et seq.***  
24 **(Applicable to a California-Only Class)**

25 ~~54-59.~~ Plaintiff [Lerma](#) re-alleges and incorporates by reference the allegations  
26 contained in the paragraphs above as if fully set forth herein.

27 ~~55-60.~~ As alleged herein, Plaintiff [Lerma](#) has suffered injury in fact and lost money



1 or property as a result of Defendants' conduct because he purchased the Move Free<sup>®</sup>  
 2 Advanced products.

3 ~~56-61.~~ In the course of conducting business, Defendants committed unlawful  
 4 business practices by, *inter alia*, making the representations (which also constitute  
 5 advertising within the meaning of §17200) and omissions of material facts, as set forth more  
 6 fully herein, and violating Civil Code §§1572, 1573, 1709, 1711, 1770, Business &  
 7 Professions Code §§17200, *et seq.*, 17500, *et seq.*, and the common law.

8 ~~57-62.~~ Plaintiff [Lerma](#) and the Class reserve the right to allege other violations of  
 9 law, which constitute other unlawful business acts or practices. Such conduct is ongoing and  
 10 continues to this date.

11 ~~58-63.~~ Defendants' acts, omissions, misrepresentations, practices and non-  
 12 disclosures as alleged herein also constitute "unfair" business acts and practices within the  
 13 meaning of Business and Professions Code §17200 *et seq.*, in that their conduct is  
 14 substantially injurious to consumers, offends public policy, and is immoral, unethical,  
 15 oppressive, and unscrupulous as the gravity of the conduct outweighs any alleged benefits  
 16 attributable to such conduct.

17 ~~59-64.~~ As stated in this complaint, Plaintiff [Lerma](#) alleges violations of consumer  
 18 protection, unfair competition and truth in advertising laws resulting in harm to consumers.  
 19 Plaintiff [Lerma](#) asserts violations of the public policy of engaging in false and misleading  
 20 advertising, unfair competition and deceptive conduct towards consumers. This conduct  
 21 constitutes violations of the unfair prong of Business & Professions Code §17200 *et seq.*

22 ~~60-65.~~ There were reasonably available alternatives to further Defendants' legitimate  
 23 business interests, other than the conduct described herein.

24 ~~61-66.~~ Defendants' claims, nondisclosures and misleading statements, as more fully  
 25 set forth above, are also false, misleading and/or likely to deceive the consuming public  
 26 within the meaning of Business & Professions Code §17200 *et seq.*





1 cause bodily harm.

2 83. Class members who took or who are currently taking Defendants' Move Free®  
3 Advanced products are therefore entitled to medical monitoring.

4  
5 **COUNT V**  
6 **Personal Injuries/Negligence**  
7 **(Applicable to a Multi-State or Illinois-Only Class)**

8 84. Plaintiff Pearson re-alleges and incorporates by reference the allegations  
9 contained in the paragraphs above as if fully set forth herein.

10 85. Defendants are the owners, sellers and manufacturers of the Move Free®  
11 Advanced products and, as such, possess specialized knowledge regarding the content and  
12 effects of the ingredients contained in their Products and are in a superior position to learn and  
13 did learn that the Products cause potentially harmful side effects.

14 86. Upon taking Defendants' Move Free® Advanced products Plaintiff Pearson  
15 suffered and experienced bodily injuries including headaches and nausea.

16 87. Said bodily injuries were the result of and caused by Defendants' Move Free®  
17 Advanced products.

18 88. Defendants had a duty to Plaintiff Pearson to warn that their Products cause  
19 potentially harmful side effects. Defendants further had a duty to Plaintiff Pearson not to  
20 expose him to Products known to cause bodily harm.

21 ~~64-89.~~ Plaintiff Pearson's bodily injuries were the result of Defendants' negligence in  
22 not properly warning Plaintiff Pearson of said side effects.

23 **COUNT VI**  
24 **Breach of Express Warranty**  
25 **(Applicable to a Multi-State, California-Only or Illinois-Only Class)**

26 ~~65-90.~~ Plaintiff~~s~~ -re-allege~~s~~ and incorporates by reference the allegations contained  
27 in the paragraphs above as if fully set forth herein.

1           ~~66.~~91. Plaintiff~~s~~s, and each member of the Class, formed a contract with Defendants  
 2 at the time Plaintiff~~s~~s and the other members of the Class purchased the Move Free<sup>®</sup>  
 3 Advanced products. The terms of that contract include the promises and affirmations of fact  
 4 made by Defendants on their Move Free<sup>®</sup> Advanced products' labels and packages, as  
 5 described above. These representations constitute express warranties, became part of the  
 6 basis of the bargain, and are part of a standardized contract between Plaintiff~~s~~s and the  
 7 members of the Class on the one hand, and Defendants on the other.

8           ~~67.~~92. All conditions precedent to Defendants' liability under this contract have been  
 9 performed by Plaintiff~~s~~s and the Class.

10           ~~68.~~93. Defendants breached the terms of this contract, including the express  
 11 warranties, with Plaintiff~~s~~s and the Class by not providing products that could provide the  
 12 benefits described above which was the only reason Plaintiff~~s~~s and Class members purchased  
 13 the Move Free<sup>®</sup> Advanced products.

14           ~~69.~~94. As a result of Defendants' breach of their warranty, Plaintiff~~s~~s and Class  
 15 members have been damaged in the amount of the purchase price of the Move Free<sup>®</sup>  
 16 Advanced products they purchased.

### 17           **PRAYER FOR RELIEF**

18           Wherefore, Plaintiff~~s~~s pray~~s~~s for a judgment:

- 19           A.     Certifying the class as requested herein;
- 20           B.     Awarding Plaintiff~~s~~s and the proposed Class members damages;
- 21           C.     Awarding restitution and disgorgement of Defendants' revenues to Plaintiff~~s~~s  
 22 and the proposed Class members;
- 23           D.     Awarding declaratory and injunctive relief as permitted by law or equity,  
 24 including: enjoining Defendants from continuing the unlawful practices as set forth herein,  
 25 and directing Defendants to identify, with court supervision, victims of their conduct and pay  
 26

1 them restitution and disgorgement of all monies acquired by Defendants by means of any act  
2 or practice declared by this Court to be wrongful;

3 E. Ordering Defendants to engage in a corrective advertising campaign;

4 F.F. Ordering Defendants to provide and offer medical monitoring;

5 F.G. Awarding attorneys' fees and costs; and

6 G.H. Providing such further relief as may be just and proper.

7 **JURY DEMAND**

8 Plaintiffs demand a trial by jury on all issues so triable.

9 Dated: March 12, 2012.

10  
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**CERTIFICATE OF SERVICE**

I hereby certify that on ~~September 16, 2011~~March 12, 2012, I electronically filed the foregoing with the Clerk of the Court using the CM/ECF system which will send notification of such filing to the e-mail addresses denoted on the Electronic Mail notice list, and I hereby certify that I have mailed the foregoing document or paper via the United States Postal Service to the non-CM/ECF participants indicated on the Manual Notice list.

I certify under penalty of perjury under the laws of the United States of America that the foregoing is true and correct. Executed on ~~September 16, 2011~~March 12, 2012.

s/Todd D. Carpenter

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